

WHAT IS CLAIMED IS:

1. A method for connecting a user PC on a user node on a primary network to a remote node on the primary network, comprising the steps of:

5 broadcasting from a remote location on a secondary network broadcast information over the secondary network to a location thereon proximate the location of the user PC;

encoding unique information in association with the broadcast information representative of a location on the primary network of the remote node;

10 connecting the user's PC to the remote node on the primary network utilizing the unique information and in accordance therewith in response to receiving the unique information encoded in association with the broadcast information broadcast over the secondary network; and

prompting the user to interface with the user PC at approximately the same time as broadcast of the unique information over the secondary network in association with the broadcast information.

2. The method of Claim 1 wherein the primary network comprises the Internet.

3. The method of Claim 2, wherein the secondary network comprises a television communication link such that the broadcast information comprises a television broadcast wherein the step of broadcasting comprises broadcasting the television program over the television communication link to a television receiver at or
5 proximate to the location of the user PC.

4. The method of Claim 3, wherein the television communication link comprises a wireless link.

5. The method of Claim 3, wherein the television communication link comprises a cable connection.

6. The method of Claim 3, wherein the television broadcast comprises video and audio information.

7. The method of Claim 6, wherein the step of encoding unique information comprises encoding audio information in the television broadcast.

8. The method of Claim 7, wherein the encoded audio information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

transmitting the unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and connecting the user PC to the matched one of the network addresses returned thereto.

9. The method of Claim 7, wherein the step of prompting comprises inserting into the television broadcast an unencoded unique audio signal not representative of the location on the primary network of the remote node wherein the non-representative audio information is audibly perceptible by the user and, in response to receiving such audible indication, the user is prompted to access his PC and the

information provided thereon by receipt of the encoded unique information and the step of connecting.

10. The method of Claim 9, wherein the unencoded unique information occurs before the transmission of the encoded unique audio information.

11. The method of Claim 9, wherein the unencoded unique audio information is broadcast after the broadcast of the encoded unique audio information.

12. The method of Claim 9, wherein the length of the encoded unique audio information is less than that of the unencoded unique audio information.

13. The method of Claim 1, wherein the step of prompting the user to interface occurs after the broadcast of the encoded unique information.

14. The method of Claim 1, wherein the step of prompting occurs after the step of broadcasting the encoded unique information.